

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	( ) BRABENDER COX	Rep Firm	
Advertiser	( ) .HOEKSTRA FOR SENATE		1218 GRANDVEIW AVE, 1ST FLOOR	Sales Office ( ) PHILADELPHIA	
Product	HOEKSTRA FOR SENATE		PTTSBURGH, PA 15211	Salesperson ( ) IAN AMBRON	
Estimate#		Agency C/P1/P2/E			
Buyer	ALICIA COLLINS	Flight Dates	10/09/2012 - 10/14/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

--- CONTRACT COMMENT ---

PETE HOEKSTRA FOR US SENATE SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU,TH	11P-1135P		:30	\$900.00	10/09-10/11	2	1	2	\$1,800.00	
		Buyline Comment: LATE NEWS										
	2	TU-TH	6A-7A		:30	\$400.00	10/09-10/11	3	1	3	\$1,200.00	
		Buyline Comment: 6A NEWS										
	3	TU-TH	530P-6P		:30	\$675.00	10/09-10/11	3	1	3	\$2,025.00	
		Buyline Comment: 530P NEWS										
	4	TU-W,F	6P-630P		:30	\$1,125.00	10/09-10/12	3	1	3	\$3,375.00	
		Buyline Comment: 6P NEWS										
	5	SA	6P-630P		:30	\$400.00	10/13-10/13	0	0	0	\$0.00	
		Buyline Comment: 6P NEWS										
	6	SU	7A-8A		:30	\$250.00	10/14-10/14	1	1	1	\$250.00	
		Buyline Comment: SUN MRN										
	7	SU	6P-7P		:30	\$750.00	10/14-10/14	1	1	1	\$750.00	
		Buyline Comment: 6P NEWS SUN										
	8	F	6A-7A		:30	\$400.00	10/12-10/12	1	1	1	\$400.00	
		Buyline Comment: NEWS										

---REPORT TOTALS---

Report Totals: 14 / \$9,800.00

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---SALES MONTHLY TOTALS---

Oct 12: 14 / \$9,800.00  
Sales Totals: 14 / \$9,800.00  
Station Totals: 14 / \$9,800.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$25,428	CATV	0%	WOOD	38%	WOTV	1%	WWMT	42%	WXMI	4%
		WXSP	0%	WZPX	0%	WZZM	14%				

Books null  
Demos RA35+

---Agency Comment---  
AGY ADDRESS CHANGE (PER PHILLY OFFICE AB)

--- CREDIT RISK ---  
CASH IN ADVANCE